

JASPER COLIN

TRADE-OFF

in
B2B Data Intelligence
Services





B2B Challenges



B2B Solutions



**How Jasper Colin
Makes Every B2B
Engagement a
Success**



B2B Data Intelligence Engagement Specialities

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Technology Advancements in MR

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Web and Data
Scraping Algorithm

**DESK
RESEARCH**



Automated Sampling
Techniques

Marketplace for
Different Profiles

Select, Send and Wait

**DIY
SAMPLING**



Design Surveys
Automatically from
Templatized
Questionnaire

**SURVEY
SCRIPTING**



Chatbots

Conversational AI

Qualitative Research
Automation

**DATA COLLECTION
BLACKBOX**



Automating Statistical
Analysis Process

Social Media Listening

**DATA PROCESSING
AND ANALYSIS**



PPT Charting Tools

Automated and
Dynamic Data
Dashboards

**REPORTING AND
INSIGHTS
GENERATION**

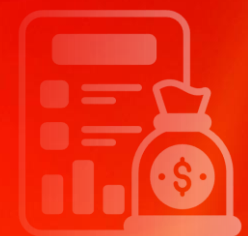
Hard to Reach Audience



Business decision makers and technology decision makers



High level and complex efforts of engagement



Higher investments to maintain and retain these HNWIs of B2B research



Significantly Less Sample

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Majority of the B2B studies
barely touches the statistically
valid sample



Limited scope for any error
and buffer sampling





Domain expertise is a must for the project execution team – including the recruitment and moderator team



Processes must be customized as per the domain requirements



Custom Research Methodology

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Engagements executed through a mixed approach of quali, quanti and desk research



Triangulating the insights from different approach require human engagement and intelligence

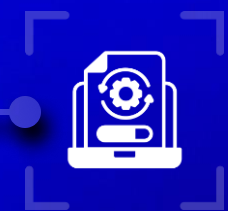




Where We Should Draw The Line?

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Repetitive processes



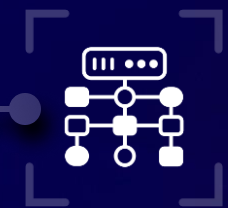
Low risk engagements



Formula driven problem solving



Process management



Data engineering engagements

How Jasper Colin Makes Every B2B Engagement A Success

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Human Centric Capabilities

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Multi-tier
respondent
validation process



Survey
administration
and IDIs



Subject expertise
in executing
primary research
surveys



HUMAN
CENTRIC
CAPABILITIES



Data quality
management at
respondent and
moderator level

Best-in-class
hard to reach
audience panel



Unique and
micro-customized
engagements



Tech Driven Tools and Techniques

Data Processing and
Tabulation Techniques

OE Coding through Textual
Analysis

Augmented Statistical Data
Analysis

JASPER COLIN X



JC-X
Project Experience Tool

Dynamic Dashboards and
Data Visualization

Survey Progress Reporting
Dashboards

Panel Management and
Automated Incentive Mechanism

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